ABSTRACT OF THE DISCLOSURE

The present invention provides a system and method for notifying a
subscriber of events. A subscriber event request is received at a call center. An
event activation table is created based on the received subscriber event request.
The event activation table is sent to an event table storage system. A subscriber
notification is sent from the event table storage system in accordance with the
event activation table. A computer usable medium with suitable computer
program code is employed for notifying a subscriber of events.